coursera

Impact Report

Transforming lives through learning

2024

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We envision a world where anyone, anywhere has the power to transform their life through learning.

About

Overview

Coursera was founded in 2012 by two Stanford professors, Andrew Ng (pictured right) and Daphne Koller with a vision of expanding access to high-quality education, emerging skills, and new learning experiences for learners around the world. Today, it is one of the largest online learning platforms in the world.

Over the past decade, our ecosystem has expanded to include over 350 leading universities and industry leaders and offers a broad catalog of content and credentials, including courses, Specializations, Professional Certificates, and degrees. We attract individuals and institutions worldwide, who rely on Coursera to provide access to job-relevant credentials, high-demand skills, and personalized, innovative learning solutions that can transform their opportunities and careers.

Mission

Our mission is to provide universal access to world-class learning so that anyone, anywhere has the power to transform their life through learning. This mission is rooted in our belief that learning is an important catalyst for advancing human progress. By expanding access to high-quality education, we believe we can create more opportunity for the individuals, institutions, and communities we serve.

In 2012, when Andrew Ng and Daphne Koller released a few popular computer science courses online, they attracted more than 100,000 people. These learners came from around the world, across many age groups, and from many backgrounds. Most importantly, they included people who did not otherwise have access to education. To date, our platform has welcomed more than 168 million learners worldwide.

Our business is deeply rooted in this mission. It is what inspires our team members, attracts our educator partners, and enables our customers to make high-quality education a growing reality for millions of learners around the world.

Public Benefit Corporation

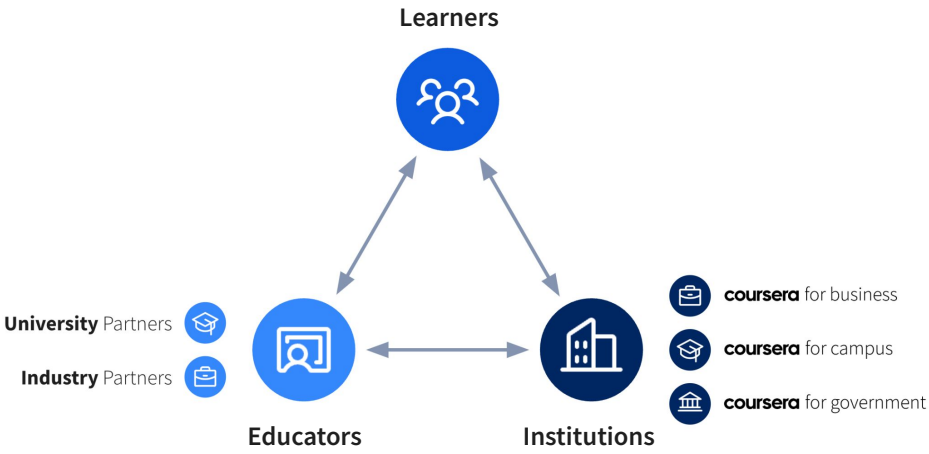
On February 1, 2021, we amended our Certificate of Incorporation to become a Delaware Public Benefit Corporation (“PBC”). We believe that being a PBC reinforces our commitment to providing global access to affordable and flexible world-class learning and strengthens our mission, culture, and opportunities to create long-term value for stockholders and other stakeholders.

Our public benefit purpose, as stated in our Certificate of Incorporation, is “to provide global access to flexible and affordable high-quality education that supports personal development, career advancement, and economic opportunity.” We believe that our status as a PBC underscores our commitment to our mission. It also attracts talented, motivated employees, fosters partnerships with leading educators, and appeals to customers who appreciate the positive impact we strive to create for learners around the world.

About

Learning ecosystem

Coursera's platform connects learners, educators, and institutions in a rapidly expanding global ecosystem designed to make world-class higher education more accessible, affordable, and relevant. In partnership with trusted educators, we leverage our platform capabilities to deliver new products, spur learning innovation, and create a more agile model for adult learning designed to keep pace with our increasingly digital world. As of 2024, our platform has served more than 168 million registered learners from over 230 countries and territories.



Coursera's ecosystem was designed to create a more accessible, affordable, and relevant system of higher education

168M+
Registered learners

350+
Educator partners

1,600+
Paid enterprise customers

Coursera.org

High-quality education

World-class teaching is the foundation of the Coursera experience. Our educator partners, which include 200 universities and 150 industry leaders, have created a broad catalog of content and credentials, from industry microcredentials to university degrees. By leveraging the reach and scale of our platform, our educator partners can effectively tap into the worldwide demand for education, reaching individual learners, organizations, and institutions around the globe.

In 2024, our educator partners launched more than 2,200 new courses, including over 450 that teach emerging skills in generative AI, as well as nearly 40 new entry-level Professional Certificates. These industry microcredentials offer learners an affordable, flexible way to earn a certification of job readiness for an in-demand career. We added our first certificate in 2018 and have launched more than 80 since then, with learners accumulating over 14 million enrollments.

Additionally, we strive to use our technology platform to make the world's best education accessible worldwide. In 2023, we started translating our catalog into local languages to serve our growing volume of international learners. Over the past year, we continued to expand this initiative, ending the year with up to 24 languages available in nearly 5,000 courses, increasing the value and impact of Coursera's offerings for our learners, educators, and institutions.

Educator partners

Duke
Adobe
Johns Hopkins University
aws
Stanford Online
DeepLearning.AI
Vanderbilt University
Google
University of London
IBM
University of Michigan
Meta
Yale
Microsoft

About

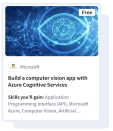
Flexibility and affordability

Our catalog was designed to serve learners at every stage of their career, with high-quality, modular content and credentials at varying skill levels, price points, and durations. Over time, we believe the long, episodic nature of higher education will break down into shorter, more relevant units of adult learning designed to increase affordability, enable a rapid pace of skills development, and provide more immediate access to workforce participation.

Our model allows learners to leverage flexible and affordable career and learning pathways across our catalog, including "stacking" content and credentials to count as progress towards a broader program of study. This includes securing credit recommendations, particularly for job-relevant, industry content and credentials, through organizations like the American Council on Education ("ACE"), the European Credit Transfer and Accumulation System ("ECTS"), and India's National Skills Qualification Framework ("NSQF"). We currently offer more than 30 industry credentials with a credit recommendation from at least one third-party academic credentialing body.

Our catalog includes world-class content and credentials designed to serve learners at every stage of their career

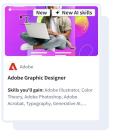
2,000 +
Projects
Practice a new tool in less than two hours



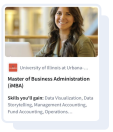
9,200 +
Courses
Learn something new in four to six weeks

1,200 +
Specializations
Advance job skills in three to six months

150 +
Certificates
Unlock a new career in a matter of months



50 +
Degrees
Earn a degree fully online in a matter of years



Explore our catalog

Approach

Strategy

Our platform's impact on the millions of learners we serve is the foundation of our sustainability strategy and the focus of our initiatives. At Coursera, our mission and values are deeply integrated into our operations, processes, and culture. We are focused on creating long-term growth and stakeholder value, while demonstrating Coursera's impact on the individuals, institutions, and communities we serve. For example, our efforts to broaden access to education in underserved communities through the expansion of our learner base directly support our business growth while advancing our mission.

This impact report is designed to illustrate how we bring our mission to life through our business. It is a continuation of our commitment to creating a positive impact on society, focusing on the activities determined to be of significant importance based on the greatest relevance to our business and our key stakeholders. In addition to being a PBC, Coursera is a certified B Corp®. All data is as of December 31, 2024, unless otherwise noted. The qualitative information in this report may cover topics through publication on March 31, 2025.

Materiality assessment

In collaboration with a third-party expert, we conducted our first materiality assessment in 2022 to help prioritize our sustainability programming and better understand which environment, social, and governance "ESG" topics are most material to Coursera and our key stakeholders. [1]

We reviewed more than 140 ESG topics and engaged approximately 50 partners, employees, executives, employee resource group leaders, investors, and Board of Directors ("Board") to help us evaluate 16 key ESG issues (listed in matrix below). We value the opinions of our stakeholders, both internal and external, and are committed to maintaining an ongoing and open dialogue to ensure our sustainability strategy remains responsive and aligned with stakeholder feedback and global standards. The results of this assessment directly inform our priorities and resource allocation, ensuring we focus on areas where we can create the most significant impact.

Materiality matrix

Social Governance Environmental

Our initiatives are prioritized by feedback from stakeholders and aligned with where our business model and mission can create the most impact

The matrix on the left is a visual representation of topics that are material to Coursera. [1] Our strategy emphasizes the topics in the far right column.

1. The term "material" (or other similar language used in this document such as "significant") is not meant or intended to be construed to have the same meaning as it has been defined under U.S. Securities and Exchange Commission rules governing legally required disclosures by publicly traded companies. The key ESG topics are listed in the order presented in this report, if applicable, including categorization within social, governance, and environmental.

Social

Serving learners

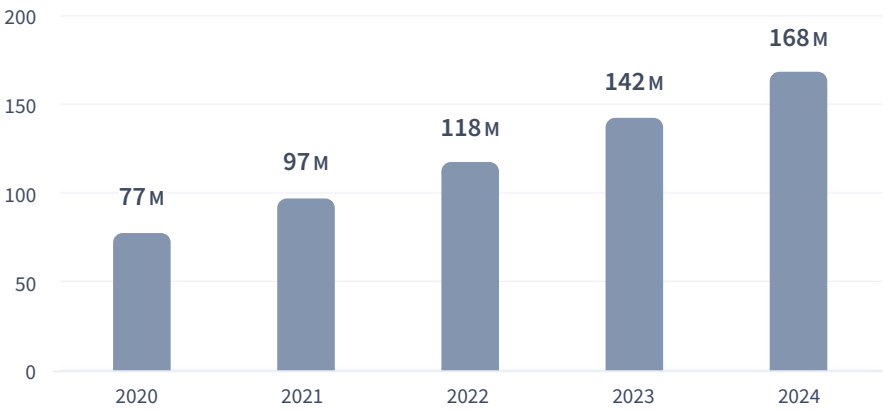
Global reach

We have a large, growing learner base, adding more than 26 million new registered learners in 2024, with some of the fastest growth coming from emerging economies. Our broad catalog, created by trusted and recognized brands, allows us to attract learners at low cost, serve them at a range of price points, and meet their educational and career goals, regardless of their starting point.

We are committed to ensuring our platform remains a welcoming, friendly, and supportive place for all learners. This includes a wide range of initiatives, including maintaining access to our website and mobile applications for people with disabilities, responsible marketing practices, safeguarding the privacy of our learners, and delivering our content and credentials in multiple languages.

Rapidly expanding learner base

Millions of registered learners



Our platform serves an expanding audience of learners around the world, with some of the fastest growth in emerging markets

Top countries by size

largest learner base [1]

United States	31 M
India	28 M
Mexico	7 M
Brazil	7 M
Canada	5 M

Top countries by growth

fastest learner base growth [1,2]

Uzbekistan	104 %
Ethiopia	42 %
Venezuela	38 %
Kazakhstan	32 %
Saudi Arabia	28 %

Learner stories

Coursera data as of December 31, 2024.
1. Figures reflect full year 2024, with growth percentages referring to year-over-year change.
2. Data represents fastest year-over-year growth for countries with at least 100,000 new learners in 2024.

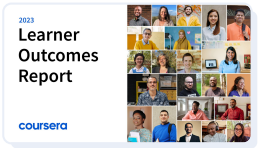
Serving learners

Outcomes and insights

In 2023, we published our biennial Learner Outcomes Report, which was our most extensive to date. The report gathers insights from more than 55,000 learners from over 190 countries to understand how Coursera and its educator partners help learners reach their career and personal goals. [1]

Additionally, we leverage the data from our global learning community to draw insights and capture trends transforming higher education, human capital development, labor market demand, and the global skills landscape. Our reports and playbooks, including research and data partnerships with organizations like the World Economic Forum, are designed to drive actionable insights, inspire collaboration among institutions, and contribute to a future where access to education empowers all.

May 2023



Learn more

June 2024

Learn more

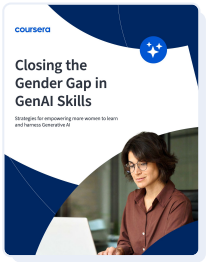
September 2024

Learn more

January 2025

Learn more

March 2025



Learn more

Platform innovation

To serve our global learners, we have a number of initiatives underway that are focused on expanding access, affordability, and job relevance through new product, content, and platform innovation.

Academic integrity tools enhance the credibility and recognition of online learning and are especially relevant to academic institutions that allow students to earn credit towards their university degree by taking online courses.

Coursera Coach is our AI-powered learning partner that provides pre-quiz practice questions, interactive instruction through text-based dialogues, and personalized discovery and recommendations that are job-aligned.

Course Builder enables Enterprise customers, particularly businesses and academic institutions, to create custom, private courses as they tailor Coursera's learning content to their specific organizational objectives and skilling needs.

Credit recommendations for more than 30 industry micro-credentials, including ACE, ECTS, and NSQF, can provide a pathway to a college degree. [2]

Scalable translations of our catalog are broadening access to many of the world's best educators, while allowing us to better serve our platform's growing volume of international learners and customers.

Delivering language translation at scale is broadening global access to high-quality education

up to 24
languages available for nearly 5,000 courses and credentials

more than 2.3M+
cumulative enrollments in translated content

Product and content news

Coursera data as of December 31, 2024.
1. Coursera 2023 Learner Outcomes Report published May 9, 2023.
2. Represents industry partner credentials with a credit recommendation from at least one third-party academic credentialing body (ACE, ECTS, and NSQF).

Talent strategy

Investing in talent

At Coursera, we are committed to providing employee services and workplace experiences that empower our global workforce to perform at their best and foster a shared sense of purpose. These efforts facilitate optimal performance and amplify our mission to transform lives through learning.

Our focus on building a great place to work has resulted in a strong culture that values innovation and results at scale. Our employees take pride in working at Coursera and in the positive social impact we can make together. To further enable our ability to grow, create value, and fulfill our public benefit objectives, we continue to invest in attracting, retaining, and developing team members to better support the broad set of stakeholders we serve.

Development

Similar to how we help millions of learners, we also empower Coursera employees to learn, change, and grow. We are committed to fostering a culture of continuous learning within our own organization. This includes virtual orientation experiences for all new hires, on-demand learning programs for all employees, and investments in leadership summits, manager-specific development, and continuing education for deeper skilling and connections.

Learning programs

We offer learning programs and tools to support our employees' personal and professional goals. Our internal learning and skills development program, called SkillUp, provides employees with asynchronous access to a wide range of courses, Specializations, and Professional Certificates on the Coursera platform. This encourages the advancement of job-relevant skills, career progression, and rapid innovation in support of our strategic objectives.

We also continue to expand our synchronous development opportunities, including virtual quarterly workshops to promote cross-functional engagement and collaboration, as well as in-person leadership and team summits to support deeper in-person connections.

Additionally, our 'Customer Zero' program provides employees with first access to our new courses, academies, and platform enhancements to enable skill and career development and closely align our product innovation with internal feedback loops. In 2023, this included custom courses, as well as learning paths tailored to specific employee populations, such as our 'Managers Acceleration' program and badge.

Continuing education

Employees can also choose to go deeper. For employees who are accepted into select degree programs on Coursera, we proudly offer scholarships that cover 100% of tuition and fees. We will continue to invest in development opportunities that enable team members to maximize their impact and grow their careers.

Talent strategy

Performance

Coursera conducts quarterly and annual performance cycles to ensure our team members receive constructive feedback, recognize their contributions, and identify opportunities for professional growth. These structured evaluations enable us to foster a culture of high performance and continuous improvement, while aligning individual development goals with our broader company objectives. Eligibility for compensation adjustments and promotional opportunities are tied to performance outcomes, incentivizing excellence, supporting career advancement, and reinforcing our commitment to nurturing a deeply engaged workforce.

Engagement

At Coursera, we strive to promote a culture of continuous learning and improvement. For more than a decade, we have measured employee engagement and tracked employees' perspectives on important issues through employee engagement surveys ("EES"), allowing us to see culture and workplace trends over time. Our participation rate, which was over 90% in 2024, has remained high.

Connection

We embrace a remote strategy to attract and retain top global talent. We pair this flexibility with a local connection strategy, including global co-working office access and shared space reimbursement programs, as well as opportunities for teams, leadership, and cross-functional departments to gather in-person and collaborate throughout the year. For example, our annual 'Make-a-Thon' event, a company-wide innovation engagement that encourages employees from all departments to collaborate on groundbreaking ideas to shape our business.

Culture

At Coursera, creating a welcoming, inspiring, and respectful environment for our employees is core to our company culture and business success. We build teams of diverse talent that represent our global community of learners, customers, and educator partners to spark innovation and creativity.

Belonging and inclusivity

We want all employees to belong and thrive. Coursera is proud to support voluntary, employee-led groups formed around shared backgrounds, interests, and pursuits. These groups help to foster a sense of community, belonging, visibility, and cultural understanding. Employees can network with peers, participate in outreach and mentoring programs, acquire new skills, build leadership capabilities, and develop their careers.

Representation

Our learning platform serves a broad audience of individuals, businesses, academic institutions, and government organizations. A distributed, global workforce that reflects the stakeholders our platform serves enables us to understand our learners, make better business decisions, and deliver products and experiences that resonate with customers around the world.

A distributed, global workforce that reflects our learners, partners, and customers enables us to create and deliver products that resonate around the world

Coursera's workforce demographic data, where available by geography, has been provided in the metrics section of the appendix.

Careers at Coursera

Rewards and compensation

Compensation philosophy

We are committed to providing competitive compensation with a pay-for-performance philosophy that helps attract and retain top talent. Compensation at Coursera is fair, routinely benchmarked to be market competitive, and focused on performance. To align compensation and performance, we have established an ongoing cadence for formal performance reviews, which complement Coursera's culture of continuous, open, and constructive feedback.

Our compensation practices are designed to help ensure fair and equal pay to all employees regardless of gender, identity, race, age, or other protected characteristics. We routinely review our pay structures to identify possible pay disparities, evolve our pay practices, and create a total rewards package that empowers the growth and development of all team members.

Calibration and assessment

Our compensation team regularly conducts role assessments to ensure that employees are in the correct job title, which is an important factor in determining pay. We also continuously analyze market data to ensure that compensation guidelines for all roles remain competitive.

Performance incentives

Our compensation packages consist of multiple components, including base salary, benefits, annual cash bonus opportunities, and long-term incentive opportunities in the form of equity awards earned over a multi-year period for eligible employees. This enables us to attract top talent, motivate successful short-term and long-term performance, meet our retention objectives, and align the compensation of our employees with our performance and long-term value creation for our stockholders.

More information regarding our compensation philosophy and executive compensation program design can be found in our latest proxy filing.

Stock ownership

We established our Employee Stock Purchase Program ("ESPP") following our initial public offering in 2021. The ESPP allows eligible employees to strengthen their stake in the company, our collective results, and our positive impact on learners by buying stock directly from the company at a discount to the open market share price. Generally, full-time and part-time employees are eligible to participate in our ESPP.

Employee health, safety, and wellness

Employee well-being

Beyond compensation, our workforce strategies prioritize employee well-being and take an integrated approach to financial, mental, and physical well-being for our employees. We offer wellness programs, a global well-being reimbursement program, stipends for home office essentials, and access to co-working spaces worldwide to promote collaboration and enhance team performance.

Physical and mental health

We provide employees with a wide variety of physical and mental health-related benefits:

- Health plans, including medical, dental, and vision benefits, disability insurance, and life insurance that extends to spouses and domestic partners
- Mental health support, including therapy, wellness coaching, mindfulness training, and live community sessions
- Comprehensive reproductive health services (U.S.)
- We recently introduced a global wellbeing reimbursement program, allowing team members flexibility in addressing a wide range of needs

Time to recharge

Taking the time to recharge is an important part of employee health, so we provide a wide variety of time-away options for our employees:

- Unlimited vacation (U.S. and Canada)
- Paid sick time and medical leave for serious health conditions
- Leave for bereavement or to care for a sick family member
- Time off for civil obligations
- Pregnancy leave, new parent leave, and transitional part-time assistance when individuals return to work
- Company-wide annual week and days of rest
- Company holidays throughout the year

Life and family

We provide a number of benefits to support employees in their personal life:

- Retirement savings programs, including 401(k) matching contributions (U.S.)
- Access to an employee stock purchase plan, where permissible
- Financial wellness webinars and coaching services
- Global fertility reimbursement program, including adoption, surrogacy, and fertility benefits (U.S.)
- Tuition reimbursement for Coursera degree programs
- Free, lifelong access to the Coursera platform, as well as licenses for friends and family
- Donation matching to eligible charities of employees' choice

Productivity

We ensure our employees have the tools, connectivity, and space to be fully productive no matter where they choose to work:

- Monthly connectivity stipend to subsidize the cost of cell phone, home internet, and mobile hotspots
- Home office equipment reimbursement
- Global co-working office access and shared space reimbursement programs

Benefits and perks

Cybersecurity and data privacy

Cybersecurity

We are committed to protecting the data that users entrust to us through strong security measures. Coursera serves learners, educators, and institutions in countries around the globe and recognizes the need to align with international security standards.

We maintain an information security management system independently certified to International Organization for Standardization ("ISO") / International Electrotechnical Commission ("IEC") 27001:2013 standards. This system is managed by our information security team to ensure security controls conform to established standards across our products, services, and infrastructure components. Our online learning platform undergoes internal security testing prior to release, and we employ third parties to perform penetration and vulnerability tests on our platform on at least an annual basis.

We also obtain independent third-party audit opinions related to security and availability annually, such as Systems and Organization Controls 2 Type 2 ("SOC 2") audit reports and ISO/IEC 27001:2013 certification. Additionally, our platform is hosted at major cloud-hosting providers globally, and we also require our providers to be independently SOC 2 attested and/or ISO 27001 certified.

Data privacy

We are committed to safeguarding the privacy of our learners. We aim to foster trust and confidence by putting our 'Learners first' principle into practice and responsibly managing their data. We give learners the ability to control their data and exercise their privacy rights. They are able to do so within their account's settings or by contacting learner support, where they can exercise their right, such as to receive a copy of their personal data that Coursera holds across all of their interactions, and request deletion of their account.

Our approach to privacy is rooted in the universal principles of data protection: minimization, purpose limitation, transparency, security, accountability, and the rights of individuals. Detailed information on the personal data we collect, how we use it, how users can exercise data subject rights, and how users can raise concerns are available in our privacy policy.

We are committed safeguarding our learners with strong security and privacy measures

For more information, please review the following resources:

- Security measures
- Privacy policy
- Cookies policy
- ISO 27001 certificate [1]

1. Certificate detail is provided in our auditor's (Schellman LLC) directory.

Supporting communities

Social impact

Creating a positive impact on society has been part of Coursera since our founding. We work with a variety of nonprofit organizations to offer free learning resources to communities in need, including refugees, veterans, underserved students, women and girls, and communities pursuing economic mobility.

Through our social impact programs, we partner with more than 100 nonprofit and community organizations to provide free access to Coursera's broad learning catalog and resources. To date, we have reached more than 350,000 underserved learners in over 140 countries, who have logged more than two million enrollments in courses and credentials.

We emphasize partnerships with nonprofit organizations that support education and career development to further our mission

Coursera is proud to support United Service Organizations (USO). Read more about their Transition Program below:

USO program spotlight

Coursera Cares program

Coursera Cares is a two-pronged employee giving program. We offer a charitable donation matching program alongside an employee volunteer program to maximize flexibility and the impact of time and resources to eligible charities and nonprofit organizations.

Donations

Full-time employees can use the program to browse organizations, make personal donations to a charity of their choice, and benefit from a company-sponsored match of up to $500 USD every calendar year.

Volunteering

Through our volunteer program, employees have access to a wide range of volunteer opportunities all over the world, including virtual options. In 2024, we added volunteer awards, where eligible employees may earn donation matching funds per hour volunteered. By encouraging and providing volunteering opportunities, our motivated employees can strengthen their connections to team members, our company, and initiatives they care deeply about, while supporting the communities we serve.

Governance

Corporate governance

Structure

Our corporate governance structure is designed to foster informed and effective decision-making, a breadth of viewpoints, and appropriate monitoring of compliance and performance. This framework aims to safeguard the long-term interests of stockholders and stakeholders, as outlined in our Certificate of Incorporation and bylaws.

Matters related to our status as a PBC, as well as social and environmental factors and risk management efforts, are overseen and managed at multiple levels within Coursera. We believe these initiatives are critical to our mission, impact, and business performance. We prioritize broad collaboration, transparent decision-making, open dialogue, accountability, and rigorous oversight to drive long-term progress and value creation for our stakeholders.

Public Benefit Corporation responsibility

As a PBC, Coursera is committed to creating a positive public benefit and operating in a responsible and sustainable manner. Under Delaware law, PBCs must identify and promote a specific public benefit (highlighted on the right).

Our directors have a duty to manage the affairs of the corporation in a manner that balances the pecuniary interests of the stockholders, the best interests of those materially affected by the corporation's conduct, and the specific public benefit. In addition, Coursera is required to publicly disclose a report that assesses its public benefit performance at least every two years. Our chosen performance indicators are highlighted throughout this report and summarized in the metrics section of our appendix.

coursera

Provide global access to flexible and affordable high-quality education that supports personal development, career advancement, and economic opportunity

Coursera's public benefit purpose as outlined in our Certificate of Incorporation

Certificate of Incorporation

Governance documents

Committee composition table

Oversight

Coursera's Board has ultimate responsibility for overseeing significant risks affecting our business, including sustainability, responsible operations, and other matters covered in this report. Each of the Board's three standing committees plays a crucial role in overseeing specific elements of our program within their respective areas of responsibility.

Audit Committee

This committee assists our Board in fulfilling its oversight responsibilities with respect to our material financial risk exposures and our risk mitigation efforts. In addition to financial, accounting, regulatory, and control risks, this committee also oversees our cybersecurity initiatives.

Charter

Human Resources and Compensation Committee

This committee assesses risks, policies, and objectives related to executive compensation. Additionally, this committee oversees various aspects of human capital, including executive performance, talent development, and career development.

Charter

Nominating and Governance Committee

This committee oversees our corporate governance practices, structure, and framework, including recommendations related to our Board leadership, committee composition, and the independence of our Board, as well as PBC obligations.

Charter

Corporate governance

Independence

The majority of our Board, including 7 out of 9 (78%) directors, are independent of Coursera and our management under the rules of the New York Stock Exchange (NYSE). Additionally, the Board has appointed a Lead Independent Director, and only independent directors serve on our committees.

Skills and qualifications

Our Board strives to find and retain experienced and dedicated directors, with an effective mix of relevant backgrounds, perspectives, skills, and attributes (visualized on the right).

Our governance guidelines call for appropriate criteria to be considered when selecting Board candidates, including their character, judgment, leadership, business acumen, variety of backgrounds, perspectives, skills, professional experience, the ability to devote sufficient time and attention to Coursera's affairs, knowledge of or experience in the industry in which Coursera operates, and the extent to which a particular candidate would fill a present or anticipated need on the Board.

We are committed to periodic Board refreshment and continued assessment of highly qualified, independent candidates with varied backgrounds and insights.

Board attributes

Independence

- Independent
- Non-independent

Tenure

- 0 - 4 years
- 5 - 9 years
- 10+ years

Age

- 41 - 50 years
- 51 - 60 years
- 61 - 70 years
- 71+ years

Gender

- Men
- Women

Ethnic background

- Ethnically diverse
- Other

Governance guidelines

Proxy statement

Ethics and compliance

Code of Conduct

Coursera is committed to conducting business ethically, honestly, and in full compliance with applicable laws and regulations, which we outline in our Code of Business Conduct and Ethics (“Code of Conduct” or “Code”). Our Code covers a wide range of business practices and procedures, and explains the principles and standards that all our personnel are expected to follow, emphasizing integrity, ethical behavior, and compliance with the law.

Code of Conduct

Supplier and third-party compliance

We have established a Code of Conduct for Suppliers and Third-Party Intermediaries (“Supplier Code”) that outlines the minimum standard that Coursera expects from its supply-chain partners concerning their social, environmental, and ethical responsibilities. Under the Supplier Code, our suppliers are required to comply with all applicable laws, ensure ethical business practices, maintain safe working conditions, and minimize their environmental impact.

Supplier Code

Training and resources

As part of our commitment to mitigating compliance risk, all employees and contractors are required to take annual online training on a variety of compliance and legal topics, including workplace behavior, preventing harassment, data security, privacy, anti-bribery, and anti-corruption.

We also provide live training and Q&A sessions for key employee groups with higher regulatory risk exposure due to, for example, local legal requirements or specific role responsibilities. Additionally, managers receive specialized training, and employees with access to Personally Identifiable Information (PII) must complete Family Educational Rights and Privacy Act (FERPA) training.

Our comprehensive suite of online resources and policies underpin our employee training, including our Global Anti-Corruption Compliance Manual, Workplace Conduct, Responsible Marketing Policy, Information Security and Data/Records Retention policies.

Non-retaliation

Coursera forbids retaliation against any Coursera personnel who makes complaints or reports, or participates in reviews or investigations, even if their allegations made in good faith are ultimately found to be incorrect.

Anonymous feedback

We believe that providing multiple reporting channels for ethical concerns fosters a safe organizational culture and upholds high corporate accountability. Coursera offers a 24/7 whistleblower hotline and encourages employees to report any activities that may lead to or involve unethical business practices. Employees can submit reports anonymously online, by phone, or email.

Environmental

Environmental sustainability

Climate change

We recognize the environmental challenges our world faces are significant. Our approach to sustainability is guided by stakeholder feedback and focused on where we can drive a meaningful impact given our business model, learning platform, and global reach.

As an online learning platform that serves individuals and institutions around the world, our catalog of sustainability content can play an important role in building literacy in these topics. Additionally, our largely remote workforce has allowed us to minimize our global facilities footprint, which is reflected in our emissions. We are dedicated to maintaining an ongoing and open dialogue to ensure our environmental sustainability strategy remains responsive to regulatory needs and is in alignment with our stakeholder feedback, business model, and mission.

Online learning

With online learning, individuals and institutions are able to reduce pollution and waste associated with traditional textbooks, assignments, and study materials. Additionally, learners can progress in their studies from anywhere in the world, reducing relocations, frequent campus commutes, and in-person requirements for corporate and government training programs.

Remote workforce strategy

In the past two years, we took initial steps to analyze our greenhouse gas emissions to validate our assumptions about the environmental benefits of our remote workforce model and give us the data to make more informed decisions in the future. Our primarily remote approach has allowed us to minimize our facility footprint, daily commutes, and travel despite the expansion of our employee base. This initiative has resulted in a downsize of our California headquarters over the past few years.

Facilities and equipment

In addition to our minimal real estate footprint, we have been thoughtful in our approach to facilities and equipment with multiple programs and initiatives focused on sustainability.

- Recycling and composting: We have a comprehensive recycling program and offer compostable utensils, straws, and cups for team members
- Electric vehicles: We provide preferred parking and onsite charging stations for electric vehicles (for applicable U.S. facilities)
- LED lighting: Offices utilize LED lighting and systems to reduce energy usage
- Water conservation: Landscaping enhancements include water-saving irrigation equipment and drainage, as well as artificial turf
- e-waste: We offer onsite e-waste recycling to proactively manage the lifecycle of our computing devices, and estimate that our team was able to prevent over 1,500 pounds of e-waste through devices repurposed or recycled[1]

1. Assumes average device weight of approximately 3 lbs.

Environmental literacy

Educational offerings

Promoting environmental literacy is one of the ways our business model is uniquely positioned to make an impact on the world's climate challenges. With our global reach and growing learner base, we have the potential to educate millions on critical environmental issues.

Our content strategy centers on partnering with world-class educators to create content and credentials that equip individuals and institutions with in-demand skills that are relevant to our evolving economy. Our catalog, comprised of more than 9,200 courses from world-class universities and companies, can provide flexible and affordable access to leading education.

This includes courses in domains like environmental science, renewable energy, public health, business, and emerging technologies. We also offer Specializations across a number of sustainability-focused areas, providing learners with a close examination of the history and fundamentals of investment approaches with ESG factors and considerations.

Our content engine with leading educators was designed to empower individuals and institutions worldwide, equipping them with the knowledge and skills to remain relevant and address a wide range of global needs. Over the past year, our partners launched more than 100 new courses on topics ranging from climate and sustainability to responsible business topics.

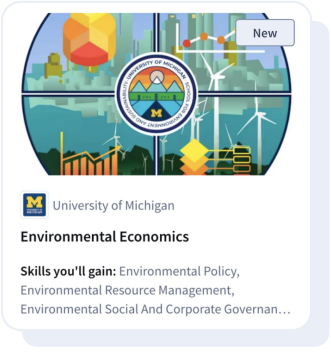
Coursera's catalog can cultivate environmental awareness and action through global access to relevant education

In partnership with leading educators, our efforts are focused on where we can drive meaningful impact given our learning content and reach

350+
courses available with sustainability-related learning [1]

750K+
cumulative enrollments in associated courses [1]

New courses launched in 2024



Learn more

Learn more

Learn more

Learn more

Coursera data as of December 31, 2024.
1. Count of courses and enrollments is based on reasonable estimates of courses that include sustainability-related learning.

Energy and emissions

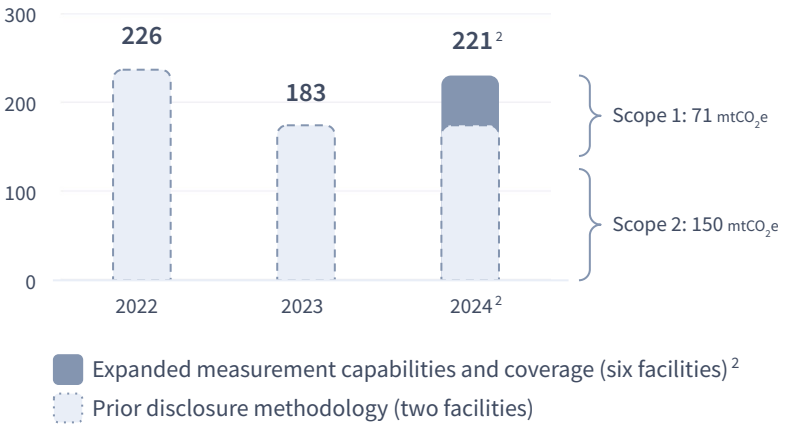
Emissions reporting

As part of our commitment to operating sustainably, we began monitoring our Scope 1 and Scope 2 greenhouse gas emissions for our corporate operations in 2022. We are committed to refreshing and reporting our analysis annually to better understand our environmental impacts and regulatory requirements, while upholding high standards of integrity and accuracy as we seek to monitor, minimize, and avoid emissions where possible.

As part of our efforts, in 2024 we partnered with Watershed, an enterprise sustainability platform and third-party advisor. Watershed follows the GHG Protocol and uses proprietary emission factors to produce comprehensive measurements that will allow us to better understand and track our carbon footprint over time. With their partnership, we were able to gather a more comprehensive view of our emissions data, specifically the expansion of our footprint to encompass six global facilities (vs. two in prior years), as well as more precision and granularity in our calculations. All methodologies, supplier data, and emission factors undergo updates and third-party review prior to publication to ensure accuracy.

Greenhouse gas emissions [1]

Reported in $mtCO_2e$ (metric tons of carbon dioxide)



1. Geographic scope is global. Our organizational boundary is defined by the operational control approach, and thus our measurement includes emissions that are within Coursera's operational control, which are limited.
2. 2024 reported emissions reflect expanded measurement capabilities and coverage in partnership with Watershed. The increase in total Scopes 1 and 2 emissions is driven by more comprehensive reporting, rather than an increase due to operational changes.

Appendix

Resources

This report contains links to external resources and documentation:

Accessibility Policy

Audit Committee Charter

Careers Page

Certificate of Incorporation

Certified B Corporation

Code of Business Conduct and Ethics

Code of Conduct for Suppliers and Third-Party Intermediaries

Code of Ethics for Senior Financial Officers

Commitment Statement on Modern Slavery and Human Trafficking

Committee Composition Page

Cookies Policy

Corporate Governance Guidelines

Coursera Blog

Coursera Code of Conduct

Coursera Homepage

Educator Partners Page

Governance Documents

ISO 27001 Certificate

Learner Outcomes Report (2023)

Privacy Policy

Proxy Statement (2025)

Responsible Marketing Policy

Security Measures Page

Metrics

Board attributes

Number of directors

Independence		Tenure		Age		Gender		Ethnic background	
Independent	7	0 - 4 years	4	41 - 50 years	3	Men	5	Ethnically diverse	5
Non-independent	2	5 - 9 years	3	51 - 60 years	3	Women	4	Other	4
		10 + years	2	61 - 70 years	2				
				71 + years	1				

Employee demographics [1]

Percentage of workforce

Gender (Global)	2022	2023	2024
Men	47%	48%	49%
Women	46%	47%	47%
Not specified or non-binary	7%	5%	4%
Manager roles held by women	52%	58%	57%
Leadership roles held by women	58%	46%	42%
Tech roles held by women	32%	35%	32%
Manager tech roles held by women	35%	38%	44%
Leadership tech roles held by women	23%	35%	42%

Ethnic background (U.S.)			
Asian	27%	26%	25%
Black / African-American	8%	7%	8%
Hispanic	11%	11%	11%
Not specified or other	2%	3%	4%
Two or more races	5%	7%	7%
White	47%	46%	45%
Manager roles held by Black / African-American	6%	6%	4%
Leadership roles held by Black / African-American	7%	5%	5%
Manager roles held by Hispanic	11%	12%	7%
Leadership roles held by Hispanic	7%	5%	9%

Coursera data as of December 31, 2024.
1. Leadership is defined as all roles Director and above, including Directors without reports. Management is defined as all roles M4 and M5 only.

Metrics

Greenhouse gas emissions [1]

Measured in $mtCO_2e$

Scope	2022	2023	2024 [2]
Scope 1 (direct)	-	-	71
Scope 2 (indirect)	-	-	150
Sum of Scope 1 and Scope 2	226	183	221 [2]

Public Benefit Corporation [3]

As a PBC, Coursera is committed to creating a positive public benefit and operating in a responsible and sustainable manner. Our public benefit purpose, as stated in our Certificate of Incorporation, is “to provide global access to flexible and affordable high-quality education that supports personal development, career advancement, and economic opportunity.” Our status as a PBC, this report, and the metrics below underscore our commitment to our mission.

Global access	2024
Number of registered learners	168 million
Total enrollments	343 million
STEM enrollments	192 million
Number of paid enterprise customers	1,600
Total enrollments	39 million
Number of registered learners who identify as women	76 million
Total enrollments	142 million
STEM enrollments	66 million
Number of registered learners in emerging economies [4]	103 million
Total enrollments	212 million
STEM enrollments	117 million
Number of translated courses	4,900
Total enrollments	2.3 million
Number of registered learners served by social impact programs	350,000
Total enrollments	2.2 million
High-quality education	
Number of educator partners	350
University partners	200
Industry partners	150
Number of courses	9,200
Total enrollments	328 million
Number of entry-level Professional Certificates	80
Total enrollments	14 million
Number of certificates and Specializations	1,300
Total enrollments	48 million
Number of industry credentials with a credit recommendation [5]	30
Total enrollments	15 million

Coursera data as of December 31, 2024.
1. Geographic scope is global. Our organizational boundary is defined by the operational control approach, and thus our measurement includes emissions that are within Coursera’s operational control, which are limited.
2. 2024 reported emissions reflect expanded measurement capabilities and coverage in partnership with Watershed. The increase in total Scopes 1 and 2 emissions is driven by more comprehensive reporting, rather than an increase due to operational changes.
3. All PBC metrics and figures are cumulative and rounded for presentation purposes.
4. Aligned with the International Monetary Fund (IMF) classification for emerging and developing economies.
5. Represents industry partner credentials with a credit recommendation from at least one third-party academic credentialing body (ACE, ECTS, and NSQF).

Disclaimer

About this report

This report covers the activities of Coursera's owned and operated businesses during the year ended December 31, 2024, except as otherwise noted, and does not address the performance or operations of our customers, suppliers, contractors, partners and other third parties unless otherwise noted. The report uses qualitative descriptions and quantitative metrics to describe our policies, programs, practices and performance. Note that the standards and metrics used in preparing this report continue to evolve and are based on management assumptions believed to be reasonable at the time of preparation. In addition, historical, current and forward-looking statements and disclosures may be based on standards for measuring progress that are still developing, internal controls and processes that continue to evolve, and assumptions that are subject to change in whole or in part in the future. The actual conduct of our activities, including the development, implementation or continuation of any program, policy or initiative discussed or forecasted in this report, may also differ materially in the future. The information and opinions contained in this report are provided as of the date of this report and are subject to change without notice. Coursera does not undertake to update or revise any such statements. In this report, we are not using the terms "material" and "materiality" as defined for the purposes of financial and SEC reporting in the United States. Instead, the terms refer to environmental, social and economic issues that we believe are of significant importance to our stakeholders and to the company. These "material" issues inform our corporate responsibility strategy, priorities and goals, and reporting. All financial information is presented in U.S. dollars unless otherwise noted.

Cautionary note regarding forward-looking statements

This report includes forward-looking statements within the meaning of the federal securities laws, including statements relating to environmental, social and governance matters and related policies, programs, products, initiatives, targets or goals. Forward-looking statements are based on our current expectations and assumptions regarding our business, the economy and other future conditions. Because forward-looking statements relate to the future, by their nature, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. As a result, our actual results (including, for the avoidance of doubt, our performance with respect to environmental, social and governance matters and related policies, programs, products, initiatives, targets or goals) may differ materially from those contemplated by the forward-looking statements. Forward-looking statements involve a number of risks, uncertainties, developments, conditions, circumstances or other factors, including factors that are fully or partially beyond our control. Important risk factors that could cause actual results to differ materially from those in the forward-looking statements include regional, national, or global political, economic, business, competitive, market, and regulatory conditions, and actions and developments of third parties, including our stakeholders and other factors set forth in the "Risk Factors" section of our Annual Report on Form 10-K for the year ended December 31, 2024 filed with the SEC and are subject to update by our future filings and submissions with the SEC. Any forward-looking statement made by us in this report speaks only as of the date hereof. Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible for us to predict all of them. We undertake no obligation to publicly update or to revise any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.

Greenhouse gas (GHG) emissions data

We follow the principles and guidance of the World Resources Institute and the World Business Council for Sustainable Development's Greenhouse Gas Protocol Initiative (the "GHG Protocol") to calculate scopes 1 and 2 GHG emissions for our global operations. For setting organizational boundaries for the reporting of Scopes 1 and 2 GHG emissions, Coursera uses the operational control approach. This includes global wholly owned and partially owned subsidiaries over which Coursera has management and operational control. Scope 1 emissions are direct emissions from sources we own or over which we have operational control. Scope 2 emissions are indirect emissions from the production of electricity we purchase to run our operations and the production of space heating for our offices. Data in this report reflects estimates using methodologies and assumptions believed to be reasonable and accurate at the time of publication. Those estimates, methodologies and assumptions may change in the future as a result of new information or subsequent developments and annual Scopes 1 and 2 GHG emissions data may be updated from time to time to account for such changes.

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